

FIGURE 2

**Referral Claim Submission Form**

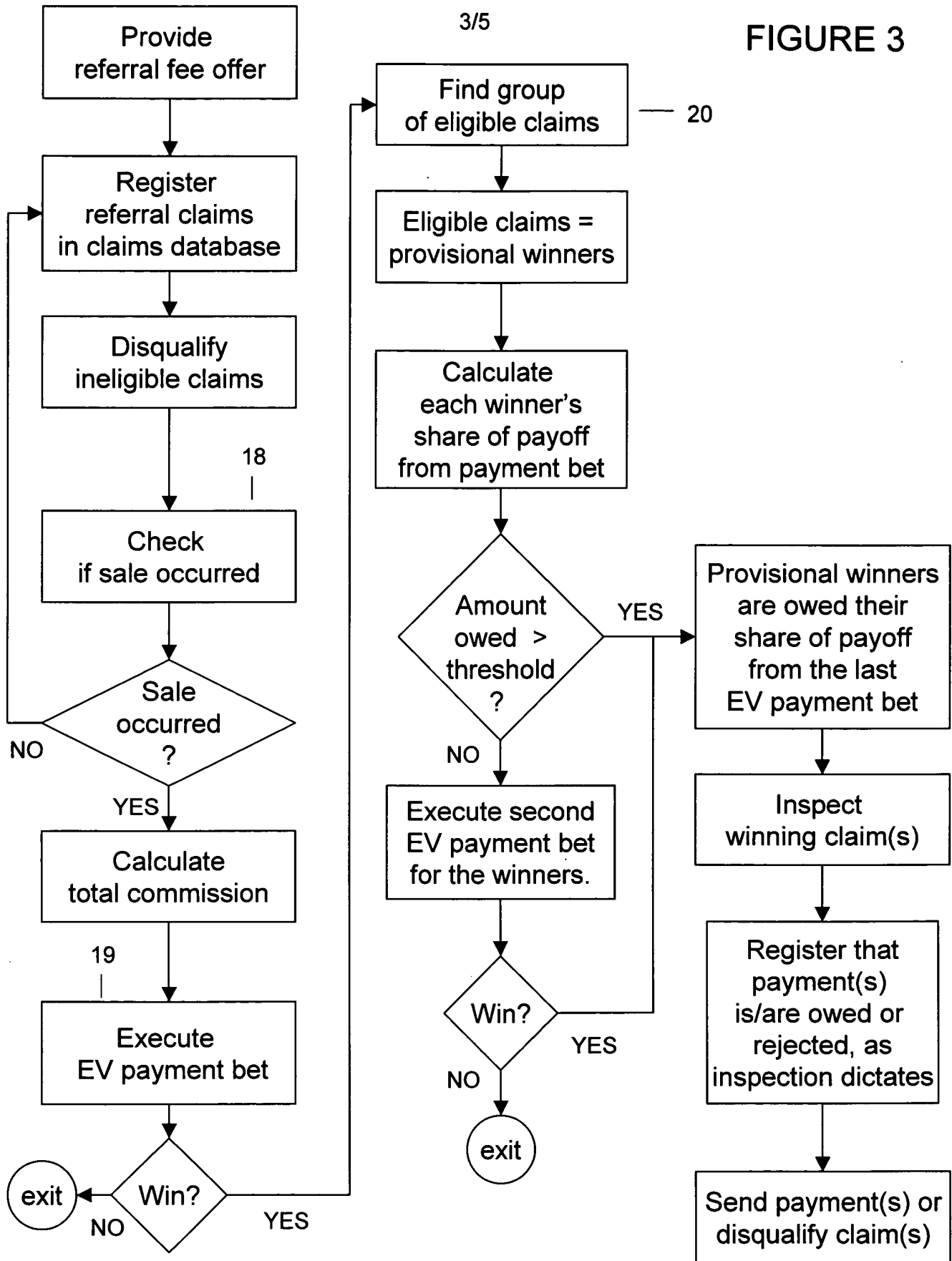
Enter the phone number of the business you called  15

Enter the name of the manager you spoke to: — 16

First initial  Last initial

Enter the time/date you spoke to the manager

17



## No listings matching your search criteria: "Sears"

### This may be an opportunity for you. Remember:

If you call or visit a business not listed in the The Y-Pages and suggest to a manager that the business use the Y-Pages, you get paid if that business later does get listed.

### Statistics for estimating your payment:

- Rough estimate of your payment for referring Sears: \$1.27
- Number of people who have contacted Sears about the Y-Pages: **31** —<sup>21</sup> <sup>22</sup>
- The average number of people who contact a business before it gets listed: **24**
- The average chance that a recommendation will be successful: **12%** —<sup>23</sup>
- The average payment per successful recommendation is: **\$ .58** —<sup>24</sup>
- The average payment per any recommendation is: **\$ .16** —<sup>25</sup>
- The average payment to people who recommend RB123 to a business that spends over \$500 per month on the Green Pages is: **\$2.47** —<sup>26</sup>
- The average chance that a business will sign up with The Y-Pages if it already advertises in the paper Green Pages is: **38%** —<sup>27</sup>

FIGURE 5

